

Annual Report 2013



Index

| | |
|-------------------------------------|---------|
| Welcome | Page 3 |
| Developments in FEE | Page 4 |
| Blue Flag | Page 5 |
| Green Key | Page 6 |
| Eco-Schools | Page 7 |
| Young Reporters for the Environment | Page 8 |
| Learning About Forests | Page 9 |
| Who we work with | Page 10 |
| Member organisations | Page 11 |
| Institutional partners | Page 12 |

Registration: FEE is officially registered as a charity in England (registered charity number 1148274) under the address 74 The Close, Norwich NR1 4DR, England • Content provided by FEE International Programme Directors • Written and edited by Johann Durand and Bríd Conneely • Design and graphic production by meyer&bukdahl as • Number printed 700 • Front page image of a child at the Blue Flag Award ceremony 2013 in Greece ©FEE



The FEE Board of Directors 2012/2014

Riza Epikmen (Board responsible for the Green Key programme)
 Lesley Jones (Board responsible for Eco-Schools programme)
 Jan Eriksen (President of FEE)
 Amine Ahlafi (Board responsible for the YRE programme)
 Malcolm Powell (Board responsible for the Blue Flag programme)
 Lourdes Díaz (Vice-President of FEE)
 Michael Ierides (Treasurer of FEE)

FEE Staff

The FEE Head Office (from left, back row then front row)
 Jan Blach Hansen, Accountant
 Malgorzata "Gosia" Luszczyk, International LEAF Director
 Bríd Conneely, International Eco-Schools Director
 Finn Bolding Thomsen, International Green Key Director
 Daniel Schaffer, Chief Executive Officer
 Rikke Dahl, FEE Assistant
 Johann Durand, International Blue Flag Assistant
 Sophie Bachet, International Blue Flag Director
 Anna Normann, International YRE Director
 Yukiko Tsuburaya, Recruited as employee in 2013 for the coming year



Welcome

2013 has been an extraordinary year for FEE. We finalised the unification; we appointed our first CEO; and FEE is settled in our new International Head Office in Copenhagen.

Foundation for Environmental Education (FEE)

FEE is a non-government, non-profit organisation promoting sustainable development through environmental education worldwide.

Its five environmental education programmes are:

- Blue Flag
- Green Key
- Eco-Schools
- Young Reporters for the Environment (YRE)
- Learning about Forests (LEAF)

This Annual Report informs you of the main activities in 2013 related to FEE and its programmes.

In 2013, FEE continued its growth as the world's largest environmental education organisation, which was confirmed by the Seventh World Environmental Education Congress (WEEC) held in Morocco. FEE was invited to take part by the Mohammed VI Foundation who were co-organisers, along with UNEP, UNESCO, FAO and ISESCO.

In 2014, FEE will continue consolidating our programmes and growing our global image.

The Decade for Education for Sustainable Development (DESD) terminates in the autumn of 2014. We expect to maintain our key position by having our programmes, and especially Eco-Schools, recognised as programmes that will continue to carry out the work and targets set out for DESD.

I hope to see many of you in our new FEE International Head Office during 2014.

Jan Eriksen
President
of FEE

Developments in FEE



Main work internally in FEE in 2013 was:

- the finalisation of unifying the FEE International Head Office. The unification process was completed by the end of 2013 with the transfer of the international level of the LEAF programme. All international activities are now in one location
- appointment of the first CEO for the organisation. Daniel Schaffer started work in December 2013
- development of the FEE Educational Principles as a basis for all the FEE programmes

- FEE consolidated the work of its five programmes with increased participation in all of them

The FEE International Head Office also continued to facilitate and support FEE's international growth in 2013 with new associate and affiliate memberships, which now total 81 member organisations in 68 countries.

The following became full members:

- National Wildlife Federation from USA
- NGO Ecological Initiative from Ukraine

Six organisations became associate members of FEE:

- WWF – Singapore from Singapore
- Green Brunei from Brunei
- Centre for Environment Education from India
- Keep Australia Beautiful National Association from Australia
- Greenrock from Bermuda
- Estonian Society for Nature Conservation from Estonia

One organisation became an affiliate member of FEE:

- Emirates Building Council from United Arab Emirates

During 2013, there were FEE Board of Directors' meetings held in Milan (Italy) in February; in Copenhagen (Denmark) in April; in Marrakech (Morocco) in June; and in Amman (Jordan) in October. Each FEE programme organised successful National Operator Meetings (NOM) throughout the year: YRE in Mellieha, Malta in February; LEAF in St. Petersburg, Russia in March; Green Key in Nagano, Japan in April; Eco-Schools in Ohrid, FYR Macedonia in October; Blue Flag in Cancun, Mexico in October. The FEE Board of Directors would like to thank the member organisations in Italy, Denmark, Morocco, Jordan, Malta, Russia, Japan, Mexico and FYR Macedonia for their hard work in organising and hosting these meetings.



1. Jan Ericksen, President of FEE and HRH Princess Basma bint Ali, Chairperson of JREDS

2. Daniel Schaffer, CEO of FEE

Blue Flag



In 2013, Israel and Mexico fly their first flags after successfully implementing the programme!

This year, the main objective was to facilitate access to information about the Blue Flag programme and about the services offered to the public. Both on the beaches and online, we improved the quality of our tools to provide everyone with information so that they can enjoy the locations where the Blue Flag flutters above the sea.

On a large number of beaches and marinas, we can see a huge improvement in the way information for disabled people and the visually impaired is broadcast. They can find facilities currently available for them through our designated website and our smartphone application.

Work has been completed to adapt some criteria for smaller marinas, in order to ensure that the criteria make sense for all types of marinas. We have been working to develop partnerships,

recognition and feedback as essential elements of the programme during the year.

Globally, there are 53 countries participating in the Blue Flag programme. The programme is fully implemented in 48 of these countries, two countries – Israel and Mexico – rolled out the programme in 2013, and five countries – Mauritius, India, Japan, Estonia and Trinidad and Tobago – are involved in pilot projects to launch the programme in the next few years. We are pleased to see the quality and the attractiveness of the Blue Flag programme grow year after year, albeit with more stringent criteria.

Internationally, Blue Flag participated in the IMPAC3 conference (International Marine Protected Areas 3rd Conference) animating a discussion around marine certifications with our partner IUCN.



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Our Facebook page has over 12,000 likes and we have continued to develop our YouTube channel, sharing Blue Flag best practices around the world. Furthermore, we have conducted a public survey which received more than 3,000 submissions. Answering the question “Would you recommend a Blue Flag beach to others?” 88% of the people answered “yes”!

Stay tuned in 2014 when new improvements are expected for the criteria related to the whale watching and nature boats, as well as new criteria concerning energy and water consumption at the marinas and beaches.

Green Key

The brand increased worldwide.

In 2013, the Green Key programme focused mainly on increasing its impact worldwide. Around 2,400 sites were awarded in 44 countries by December 2013. Important cooperation and communication activities were carried out to promote the brand and spread the quality of environmental management through our two main partners – Rezidor and Starwood hotel groups. We are also rolling out agreements in the Middle East, in Europe and in Africa where we aim to have many more hotels awarded.

These international agreements will sustain a strong network of countries already involved. Nine countries launched the Green Key programme in 2013, and five countries were awarded with their first sites. By the end of the year, 36 national operators are currently leading the programme in their countries, creating both local and international impact.

In order to guide visitors and travellers all over the world, a web application is now available on all app platforms to keep us posted about Green Key and to be easily able to find the most sustainable places to stay for business or pleasure.





Eco-Schools

2013 was a year of further development with more local authorities, more ministries, and lots more teacher involvement.

The programme is flourishing with almost 16,000 Green Flags awarded in 2013. We are delighted to have over 13,000 local authorities and other partners involved, and an unbelievable 14 million students of all ages across all continents. 1.2 million teachers work with our students to help access a better future under the Green Flag.

Congratulations and welcome on board to Singapore and Bermuda who rolled out Eco-Schools in April and November respectively. India, Estonia and Australia joined FEE in 2013 and will launch Eco-Schools in 2014. Schools and institutions in 55 countries now run Eco-Schools!

As part of our World Days of Action, we launched our new CO² calculator. This is a handy tool, which gives each school and country an opportunity to measure its impact via one single website – www.Eco-Schools.org. 30 countries took part in the WDA April/November 2013 events – an involvement of almost 500,000 teachers and students. Prizes

were awarded to Portugal, Latvia and Romania. In November, FYR Macedonia led the field with most actions, followed by Uganda, South Africa and Greece.

The very successful HSBC Climate Initiative project ended in 2013. Throughout the last four years, 18 countries, more than 2,500 schools, 1,500 HSBC volunteers and more than 1.5 million students were involved in Climate Initiative activities. At the end of our fruitful cooperation, the many stories were told through our photo exhibition. The HSBC Climate Exhibition ran at the HSBC offices in London in June, at the new FEE International Head Office in Copenhagen in September, and at the European Environmental Agency in November/December.

We continue to work with Toyota on our engaging Environment and Innovation project (three countries) and with Wrigley Company Foundation (20 countries) on our extremely effective Litter Less Campaign.

Last but by no means least, we are pleased to see the development of EcoCampus. Green Flags are now flying over many third level institutions in Denmark, Russia, Iceland and Ireland. In Latvia too Vidzeme University of Applied Sciences became the first university in the Baltic States to be awarded the prestigious Green Flag.

Quite a number of other countries are interested in running EcoCampus so the first International Meeting was held in Lisbon, Portugal in November. The meeting, which was streamed live, was an enthusiastic worldwide event for sharing values, best practices, and encouraging the involvement of teacher training colleges in EcoCampus.

Contributors Skyped in from Ireland, Latvia and Wales to give presentations, and 200 participants from Canada, USA, Brazil, Mexico, Ireland, Latvia, Spain, United Kingdom, Singapore, Denmark, Norway, Germany, Lithuania, Belgium, Serbia and the Czech Republic followed the live stream.





Winning picture
in the 11-14
photographic
category "Sweet"



Young Reporters for the Environment

The Young Reporters for the Environment programme has further developed in 2013. The programme is now running in 28 countries. 2013 is also another great Litter Less Campaign year with 15 countries working on the project.

This year, we are glad to welcome Serbia, which has finished its pilot phase and is now running the YRE programme in full. A hearty welcome also to Belgium and the United Arab Emirates, as these countries have started to develop the YRE programme. Dragana Grujicic, YRE National Operator in Serbia expresses her thoughts: "YRE's biggest strength is that it gives actual power to young people to focus attention on environmental issues they have recognised. YRE teaches children to be active citizens with, hopefully, a strong sense of environmental ethics. YRE connects children with similar interests at a national and international level, expanding their horizons, wherever they come from."

It is a big year for the Litter Less Campaign. With the support of the Wrigley Company Foundation, five additional countries launched the campaign. There are 15 countries involved and working on litter themes throughout the year. The prize for the national winners in the Litter Less Campaign culminates in an International Workshop at which students from these countries have a wonderful opportunity to meet and collaborate.

We are also pleased with the terrific support from Applied Materials, which has boosted programme activity in France, Germany, Italy and the Netherlands.





Learning about Forests

A busy year for the Learning about Forests programme.

During the last year, before the integration of LEAF International into the FEE International Head Office, many important activities took place all over the world.

The fifth year of the Panasonic Tree Planting project was very successful. In this final year, support from our partner, Panasonic, helped to implement environmental education activities in more than 80 countries. The project was a definite success resulting in about 860,000 trees being planted, with participation from over 5,000 school classes and about 110,000 children. A documentary video is available on the LEAF website as a conclusion to this inspirational Panasonic Tree Planting Project.

At the end of 2013, we are happy to have 21 countries involved in the programme. It means a lot to us – almost 6,000 primary schools and about 480,000 children worldwide are involved in the programme now. To provide assistance for all activities and themes implemented, the national operators and LEAF International has been developing educational materials throughout the year. These materials can be found on the LEAF website.

Finally, we want to thank Nina Ree-Lindstad and Bjørn Helge Bjørnstad for all the great work they have done over the years. They planted the seed, which has become a fantastic programme. In 2014, we welcome Malgorzata Luszczek as the new International Director, who will nurture and cultivate it to spread the fruit of the work previously done.



Who we work with

In addition to our members and institutional partners listed in the next pages, FEE International enjoys positive cooperation with World Health Organization (WHO); International Union for Conservation of Nature (IUCN); Sail Training International; International Lifesaving Federation; International Council of Marine Industry Associations; EUCC – The Coastal Union; European Environmental Agency (EEA); Young Masters Programme (YMP); Rezidor and Starwood hotels group. FEE International is also grateful to receive corporate sponsorship from:



Toyota Fund for Europe
www.toyotafund.eu



Ecover Professional
www.ecover-professional.com



Wrigley Company Foundation
www.wrigley.com



Panasonic Corporation
www.panasonic.net



Applied Materials
www.appliedmaterials.com



Staples
www.staples.com



Faber Flags
www.faberflags.com



Beach Tech
www.beach-tech.com



Skogbrukets Kursinstitutt
 (Forestry Extension Institute)
www.skogkurs.no

Member organisations

(as of 31 December 2013):

FULL AND ASSOCIATE MEMBERS:

Australia: Keep Australia Beautiful National Association Inc

Bahamas: Bahamas Reef Environment Educational Foundation

Belgium-Flanders: Bond Beter Leefmilieu

Belgium-Wallonia: Fédération Inter-Environnement Wallonie

Bermuda: Greenrock

Brazil: Instituto Ambiental Ratonos

Brunei: Green Brunei

Bulgaria: Bulgarian Blue Flag Movement

Canada: Environmental Defence Canada

China: Center for Environmental Education and Communications

Croatia: Association "Lijepa Nasa"

Cyprus: Cyprus Marine Environment Protection Association

Czech Republic: Sdružení Tereza (Tereza Association)

Denmark: Friluftsrådet (Danish Outdoor Council)

Dominican Republic: Instituto de Derecho Ambiental de la Republica Dominicana

England: Keep Britain Tidy

Estonia: Estonian Society for Nature Conservation

Finland: Sykke - Suomen Ympäristökasvatuksen Seura (Finnish Association for Environmental Education)

France: Fondation pour l'Éducation à l'Environnement en Europe (FEEE France)

Germany: Deutsche Gesellschaft für Umwelterziehung (FEE Germany)

Greece: Hellenic Society for the Protection of Nature

Iceland: Landvernd (Icelandic Environment Association)

India: Centre for Environment Education

Iran: Setar-e Sabz-e Jahan (World's Green Star)

Ireland: An Taisce – The National Trust for Ireland

Israel: EcoOcean

Italy: FEE Italia (FEE Italy)

Japan: FEE Japan

Jordan: The Royal Marine Conservation Society of Jordan

Kazakhstan: EcoObraz

Kenya: Kenya Organization for Environmental Education

Latvia: Vides izglītības fonds (FEE Latvia)

Lithuania: Lietuvos Zaliuju Judejimas (Lithuanian Green Movement)

FYR Macedonia: Civil Association OXO

Malaysia: Tabung Alam Malaysia (WWF-Malaysia)

Malta: Nature Trust Malta

Mexico: Pronatura Mexico A.C.

Mongolia: Information and Training Center for Nature and Environment

Montenegro: EKOM - Udruzenje za ekoloski konsalting (ECOM - Environmental Consultancy of Montenegro)

Morocco: Fondation Mohammed VI pour la Protection de l'Environnement

Netherlands: FEE-Netherland (FEE Netherlands)

New Zealand: FEE-NZ

Northern Ireland: Keep Northern Ireland Beautiful

Norway: Stiftelsen FEE Norway (Foundation FEE Norway)

Poland: Fundacja Partnerstwo dla Srodowiska (Environmental Partnership Foundation)

Portugal: Associacao Bandeira Azul da Europa (FEE Portugal)

Puerto Rico: Organización Pro Ambiente Sustentable

Romania: Centrul Carpato-Danubian de Geoecologie (CCDG Romania)

Russia: Keep Saint-Petersburg Tidy

Scotland: Keep Scotland Beautiful

Serbia: Ambasadori održivog razvoja i životne sredine (Environmental Ambassadors for Sustainable Development)

Singapore: WWF-Singapore

Sint Maarten: Environmental Protection in the Caribbean – Sint Maarten

Slovakia: Spirala

Slovenia: Društvo DOVES (FEE Slovenia)

South Africa: Wildlife and Environment Society of South Africa

Spain: Asociación de Educación Ambiental y del Consumidor

Sweden: Häll Sverige Rent (The Keep Sweden Tidy Foundation)

Tunisia: Association Tunisienne pour la Protection de la Nature et de l'Environnement (The Tunisian Association for the Protection Nature and Environment)

Turkey: Türkiye Çevre Egitim Vakfı (Foundation for Environmental Education in Turkey)

Uganda: Conservation Efforts for Community Development

Ukraine: Ekologitscheskaja initsiativa (Ecological Initiative NGO)

United Arab Emirates: Emirates Wildlife Society in association with WWF

United States of America: National Wildlife Federation

US Virgin Islands: Virgin Islands Conservation Society

Wales: Keep Wales Tidy/ Cadwch Gymru'n Daclus

AFFILIATE MEMBERS:

BOS+, Belgium-Flanders

Dansk Skovforening (Danish Forestry Association), Denmark

Departement Leefmilieu, Natuur en Energie (Environment, Nature and Energy Department), Belgium-Flanders

Emirates Green Building Council, United Arab Emirates

Ettevõtluse Arendamise Sihtasutus (Enterprise Estonia), Estonia

Fédération Internationale de Camping et de Caravanning

HORESTA (Association for the hotel, restaurant and tourism industry in Denmark), Denmark

Latvijas valsts meži (Latvia's State Forests), Latvia

Ministry of Tourism and Leisure, Mauritius Skogbrukets Kursinstitutt (Forestry Extension Institute), Norway

Skogen i Skolan (Forest in School), Sweden Suomen Metsäyhdistys (Finnish Forest Association), Finland

Trinidad and Tobago: Tourism Development Company Limited of Trinidad and Tobago, Unabhängiges Institut für Umweltfragen (Independent Institute for Environmental Issues), Germany

US Virgin Islands Hotel & Tourism Association, US Virgin Islands

HONORARY MEMBERS:

Graham Ashworth

Heiko Crost

Günter Eulefeld

Hans Ole Hansen

Lauge Prip

Ole Løvig Simonsen

Jean Baptiste de Vilmorin

For more detailed contact information, please visit: www.fee-international.org

Institutional partners

FEE continues to collaborate with its institutional partners: United Nations Environment Programme (UNEP); United Nations Education, Scientific and Cultural Organization (UNESCO); Islamic Educational, Scientific, Cultural Organization (ISESCO); United Nations World Tourism Organization (UNWTO); and Earth Charter.



UNWTO – www.unwto.org



Earth Charter – www.earthcharterinaction.org



UNEP – www.unep.org



UNESCO – www.unesco.org



ISESCO – www.isesco.org.ma